

VIDEO GETS PERSONAL

DYNAMIC VIDEO POWERED BY SEARCH INTELLIGENCE

FIND OUT HOW EMIRATES AIRLINES TARGETED POTENTIAL FLYERS
IN WORLD FIRST PROGRAMMATIC VIDEO CAMPAIGN

ELEVATING EMIRATES' ECONOMY CLASS WITH DYNAMIC VIDEO

POWERED BY SEARCH INTELLIGENCE

CHALLENGE

Raise awareness of Emirates' Economy offering by highlighting the benefits of their on-board service to ABC1 25–54 affluent individuals.

SOLUTION

Emirates leveraged Captify's Search Intelligence to dynamically target users with a personalised and relevant interactive video format, displaying content based on the actual interests of the end user.

Captify identified pools of users who indicated an interest in flying with Emirates and those who showed travel enthusiast signals or an interest in Emirates' competitors. From this pool of users Captify pinpointed the travel attributes that mattered most to them.

The data drilled down into attributes such as service on board, free Wi-Fi and kids entertainment options. Video powered by Search Intelligence offers a deeper level of targeting, personalisation and creativity, simply not achievable before.

READ MORE ON [THE DRUM >](#)

HOW IT WORKS

THE CAPTIFY METHOD

ANALYSING 30 BILLION SEARCHES

- TRAVEL
- HOTELS
- LUGGAGE
- FOOD
- LUXURY
- CULTURE
- ARTS

USER A

KINDLE

CLOTHES IN DUBAI

STREAMING VIDEO

APP FOR TRANSLATIONS

KIDS CLUB

TRUNKI SUITCASE

CHILD FRIENDLY RESTAURANTS

KIDS SHORTS

USER B

CAPTIFY AUDIENCE HQ

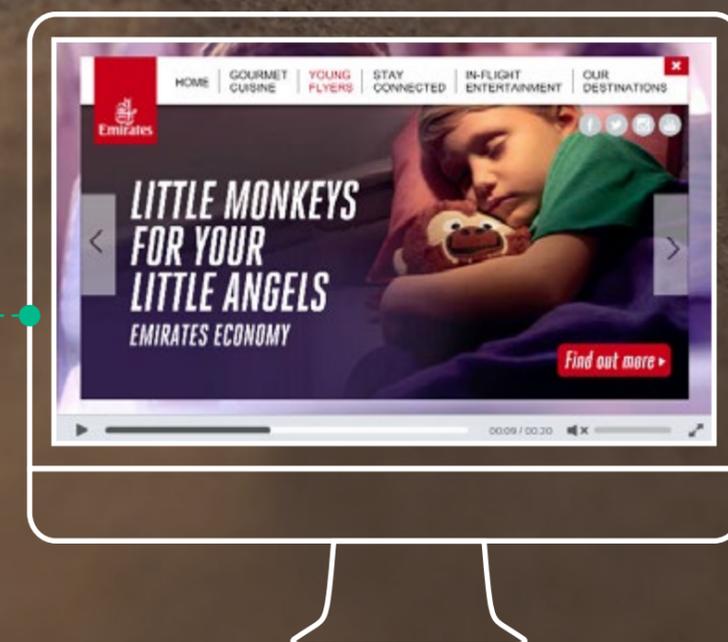
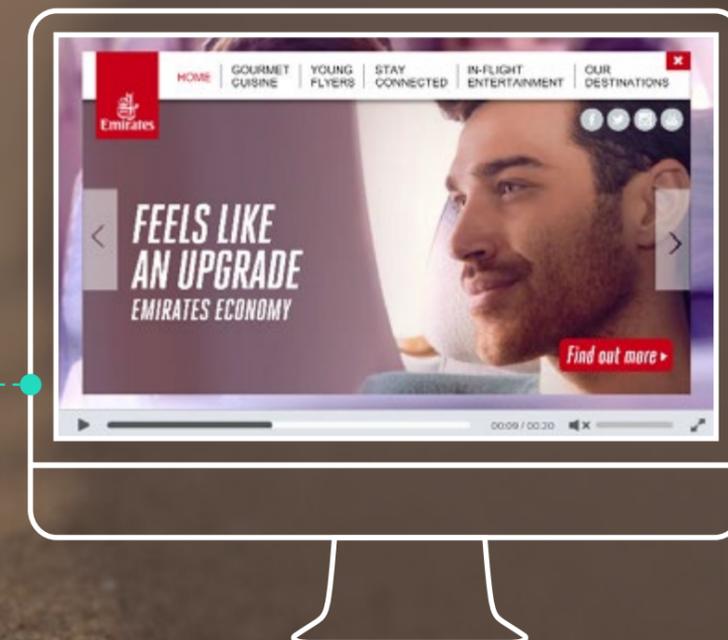
CONNECTIONS

CONTEXT

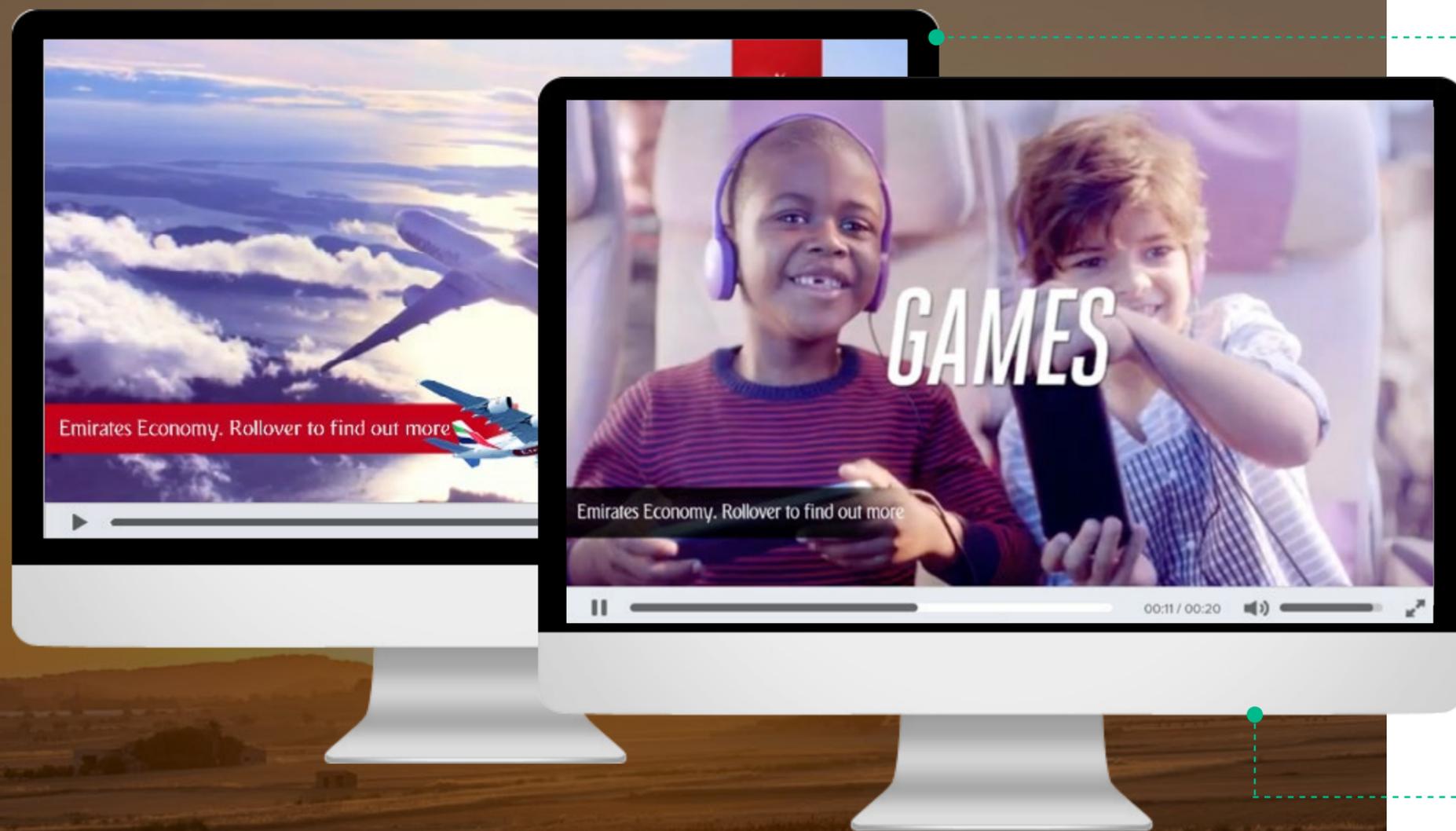
VOCABULARY

CREATIVE #1

CREATIVE #2



BOLSTERING VIEWS & INCREASING ENGAGEMENT



ON AVERAGE USERS WATCHED
87% OF EACH VIDEO

USERS SPENT AN ADDITIONAL
27 SECONDS
INTERACTING WITHIN THE UNIT

25% UPLIFT IN
PERFORMANCE VS STANDARD PRE-ROLL

GET IN TOUCH

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